Greer, Margolis, Mitchell & Associates 3050 K Street NW WSOC-TV 1901 North Tryon Street Charlotte, NC 28206-2700 Account Types
Billing Type Comments Buyer Name Agency Phone/Fax Sales Office Salesperson Schedule Dates Advertiser Contract # Political - Federal Candidate (1067) Greer, Margolis, Mitchell & Associates (2890) Pol/B Obama/D/Pre/US (16256) OBAMA SCHEDULE C SCHEDULE C Standard National/Political 95/101/1549 BASSETT, LAURA Telerep/Philadelphia 1549 (134330) 08/04/12-08/17/12 Telerep/Philadelphia, Philadelphia (1057) 325323 Package Deal Commission % CO-0P Demo Net Total Sales Tax Commission Order Type Headline # Entared By Last Modified Data Entered 08/03/12 08/03/12 Jill Hipskind 15.00 \$17,321.25 06262121 Normal Chartotte (WSOC)
By Broadcast Month
Aug. 2012 Grand Total:

127

\$115,475.00 \$115,475.00 \$115,475.00

| | | Comments | Date | | | | | Ä | Accepted-Station: | | Date | | | Accepted-Agency/Advertiser: | Accepte |
|----------|------------------------------|-------------|------------|-------|----------|--------|-------------|-----------------|-----------------------|---------------------|----------------|----------|-------------------|-----------------------------|----------|
| | | | | RACT | HINC | N C | 110 | Z | CONFIRMATION CONTRACT | - | | | | | |
| | \$5,600.00 Charlotte (WSDC) | \$5,600.00 | \$700.00 | 8 | | × | × | × | | :30 12P-1P (EST) | نوز | ~ | 08/06/12-08/17/12 | 14.0 Mormal Line / Spot | <u>.</u> |
| | \$2,800.00 Charlotte (WSOC) | \$2,800.00 | \$700.00 | 4 | | × | × | <u>4</u> × | | :30 11A- 12P (EST) | ij | <u>_</u> | 08/13/12-08/17/12 | 13.0 Normal Line / Spot | : ; |
| | \$3,500.00 Charlotte (WSOC) | \$3,500.00 | \$700.00 | 5 | † | × | × | у <u>г</u> Ж | | :30 21A- 12P (EST) | 13 | ļ., | 08/06/12-08/10/12 | 12-Uniomai Line / Sopt | - |
| | \$2,800.00 Charlotte (WSOC) | \$1,800.00 | \$600.00 | س | | × | × | × | | :30 10A- 11A (EST) | يو | <u> </u> | UB/13/12-08/17/12 | Tio wormai Line / Spot | : : |
| | \$2,400.00 Charlotte (WSOC) | \$2,400.00 | \$600.00 | 4 | - | × | × | <u>4</u> × | | :30/10A- 11A (EST) | 133 | - L | UB/U6/12-08/10/12 | 10.0 Normal Line / Spot | - |
| | \$4,800.00 Charlotte (WSOC) | \$4,800.00 | \$600.00 | 8 | | × | × | × | ļ . | :309A- 10A (EST) | | Lw | 08/06/12-08/17/12 | Sunomai rate / Spot | |
| | \$700.00 Charlotte (WSOC) | \$700.00 | \$700.00 | _ | - | - | - - | + | | :30 6A- 7A (EST) | نزا | | 08/12/12-08/12/12 | 8.0 Mormal Line / Spor | |
| | \$2,000.00 Charlotte (WSOC) | \$2,000.00 | \$1,000.00 | 2 | - | | ļ | + | | :30(8A- 9A (EST) | ين | ~ | 08/04/12-08/11/12 | 7.0 Normal Line / Spot | |
| | \$1,400.00 Charlotte (WSOC) | \$1,400.00 | \$700.00 | 2 | - | | | | ļ. | :3016A- 7A (EST) | ين ا | | 08/04/12-08/11/12 | o.unormai cine / spor | |
| | \$10,800.00 Charlotte (WSOC) | \$10,800.00 | \$1,800.00 | 6 | - | × | × | × | - | :307A- 8A (EST) | نن | <u> </u> | 08/06/12-08/1//12 | Solverial the Japon | , |
| | \$6,000.00 Charlotte (WSOC) | \$6,000.00 | \$2,000.00 | u | † | × | × | × | | :30(6:30A- 7A (EST) | ين ا | | 08/13/12-08/1//12 | 4.0 Normal Line / Spot | |
| | \$4,000.00 Chartotte (WSOC) | \$4,000.00 | \$2,000.00 | 2 | ļ | × | × | × | _ | :30(6:30A- 7A (EST) | jij | | 08/06/12-08/10/12 | 3.0 worman Line / Spot | |
| | \$6,500.00 Charlotte (WSOC) | \$6,500.00 | \$650,00 | 5 | † | × | × | × | | :30/5:30A- 6A (EST) | ا ۋا | | 08/06/12/08/17/12 | Z.O.NOMBI CHE / Spor | |
| | \$6,000.00 Charlotte (WSOC) | \$6,000.00 | \$600.00 | 8 | | × | × | <u>ы</u> × | | :30/5A- 5:30A (EST) | ننا | <u> </u> | 06/05/12-08/17/12 | Louvormai Line / Spot | |
| Comments | Station | Total | Rate | Spots | 8 8 | | MO IU WE IN | MO | | NOW THE PERSON | Cargon | ş | r-north | | |

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written

Printed At: 10:20 AM on Friday, August 3 2012



Washington, DC 20007

Billing Type

OBAMA SCHEDULE C SCHEDULE C Standard Account Type

WSOC-TV 1901 North Tryon Street Charlotte, NC 28206-2700

Schedule Dates

Contract #

Advertiser

Greer, Margolis, Mitchell & Associates 3050 K Street NW Buyer Name Phone/Fax Product Sales Office Agency Salesperson

National/Political 95/101/1549 BASSETT,LAURA Telerep/Philadelphla, Philadelphla (1057) Political - Federal Candidate (1067) Greer, Margolls, Mitchell & Associates (2890) Pol/B Obama/D/Pre/US (16256) 08/04/12-08/17/12 325323 Telerep/Philadelphia 1549 (134330) Package Deal Commission % Order Type 60-08 09 Het Total Demo Entered By Commission Headline # Last Modified Date Entered 08/03/12 Јііі Нірskind 08/03/12 \$17,321.25 15,00 06262121 Normal

| Grand Total: | Aug. 2012 | By Broadcast Month | Charlotte (WSOC) |
|--------------|--------------|--------------------|------------------|
| 127 | 127 | Spots | : |
| \$115,475.00 | \$115,475.00 | Rate | |

| Accepte | | | 8 | Ċ5 | 24 | 23 | 23 | 21 | 20. | 19. | 18. | 17. | 16 | 15 | Line |
|-----------------------------|--------------------|--------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|------------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|--------------------------------|
| Accepted-Agency/Advertiser: | | | 26.0 Normat Line / Spot | 25.0 Normal Line / Spot | 24.0 Normal Line / Spot | 23.0 Normal Line / Spot | 22.0 Normal Line / Spot | 21.0 Normal Line / Spot | 20.0 Normal Line / Spot | 19.0 Normat Line / Spot | 18.0 Normal Line / Spot | 17.0 Normal Line / Spot | 16.0 Normal Line / Spot | 15.0 Normal Line / Spot | Line Type / Break Type (Ref #) |
| | | | 08/13/12-08/16/12 | 08/13/12-08/17/12 | 08/06/12-08/10/12 | 08/05/12-08/10/12 | 08/06/12-08/17/12 | 08/06/12-08/17/12 | 08/06/12-08/17/12 | 08/13/12-08/17/12 | 08/06/12-08/10/12 | 08/06/12-08/17/12 | 08/04/12-08/11/12 | 08/06/12-08/17/12 | Dakes |
| | | | 12 | \ | <u></u> | ~ | 2 | ~ | ω | 5 | <u></u> | w. | <u>~</u> | ·ω | Š |
| Date: | | · - · · · · · | :30 | :30 | ij | نق | <u>ن</u> ق | :30 | :30 | <u>i</u> | 끯 | نڌ | ين ون | بنن | Sec Length |
| Accepted-Station: | co | | :3011:35P- 12:0ZA (EST) | :30 12:05A- 1:05A (EST) | :30 12:05A- 1:05A (EST) | :30 11:35P- 12:02A (EST) | :307:30P- 8P (EST) | :30 7P- 7:30P (EST) | :306P- 6:30P (EST) | :30/4P- SP (EST) | :30,4P- 5P (EST) | :303P- 4P (EST) | :30 12P- 12:30P (EST) | :30 1P- 2P (EST) | Run Times |
| -Station: | CONFIRMATION CONTR | | 4 | 5 | 4 | 5 | 2 | u | 2 | 5 | | 5 | | ω | SPW |
| | ₹MA | | × | × | × | × | × | × | × | × | × | × | | × | SPW MO T |
| | Ţ | | × | × | × | × | × | × | × | × | × | × | | × | 7⊔ We Th |
| | SO | | × | × | × | × | × | × | × | × | × | × | | × | ₹ |
| | NTF | | | ļ | ļ | | | | | | | | | ļ | PS PS |
| | RACT | | 4 | 5 | _ | 5 | 4. | 6 | - | ٠, | _ | 5 | 2 | 6 | Spots |
| Date: | | | \$1,000.00 | \$350,00 | \$350.00 | \$1,000.00 | \$2,000.00 | \$2,000.00 | \$2,000.00 | \$825.00 | \$825.00 | \$550.00 | \$550.00 | \$500.00 | Rate |
| Comments: | | | \$4,000.00 | \$1,750.00 | \$1,400.00 | \$5,000.00 | \$8,000.00 | \$12,000.00 | \$8,000.00 | \$4,125.00 | \$3,300.00 | \$5,500.00 | \$1,100.00 | \$3,000.00 | ∓otal |
| | | | \$4,000.00 Charlotte (WSDC) | \$1,750.00 Charlotte (WSOC) | \$1,400.00 Charlotte (WSOC) | \$5,000.00 Charlotte (WSOC) | \$8,000.00 Charlotte (WSOC) | \$12,000.00 Charlotte (WSOC) | \$8,000.00 Charlotte (WSOC) | \$4,125.00 Charlotte (WSOC) | \$3,300.00 Charlotte (WSOC) | \$5,500.00 Charlotte (WSOC) | \$1,100.00 Charlotte (WSOC) | \$3,000.00 Charlotte (WSOC) | Station |
| | | | | | | | | | | | | | | | Comments |
| | i | | 8/3/12 | 8/3/12 | 8/3/12 | 8/3/12 | 8/3/12 | B/3/12 | 8/3/12 | 8/3/12 | 8/3/12 | 8/3/12 | B/3/12 | 8/3/12 | Entered |

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| * * | REP |
|----------|-----------|
| ORIGINAL | HEADLINE# |
| | 62621 |
| * * | 21 |

REF: TEL# 610-225-4100 ORDER WORKSHEET

FAX# 610-225-1191 HARRIS REPORT FROM REP !

AUG2/12 19.11 *** WSOC-TV ***

| | CITY TAX | FLIGHT DATES A | PRDCT OBAMA S | ORDER # | | | AGY # 2890 | ADV # 7678 |
|---|----------------------|------------------------------------|---|--------------------|----------------------|---------------|-------------------------------------|---------------------------------|
| | STATE TAX | FLIGHT DATES AUG4/12 AUG17/12 WK-2 | OBAMA SCHEDULE C EST#1549 CON | CONTRACT # 6262121 | WASHINGTON, DC 20007 | 3050 K ST NW, | AGY. NAME GREER, MARGOLIS, MITCHELL | ADV. NAME POLI/B OBAMA/D/PRE/US |
|) | CO-OP BILLING NEEDED | | EST#1549 COMMENTS: (LINE, ORDER, INVOICE) | | 20007 | SALES | | O/PRE/US REP.# |
| | | | | CLASS: NATL. | | ES PRSN PH- | BUYER NAME LAURA BASSETT | |
| | DATE | | | LOCAL | | NICK WELTE | A BASSETT | OFF.# 220 |
| i | DATE AUG2/12 19.11 | | | REGIONAL | | | | SALESMAN # |

TO JILL
FR JARED
NEW OBAMA ORDER - SCHEDULE C
TOTAL \$115475
PLS CNF THANKS

REP:

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

CON CM

ACCOUNTING 1010 WISCONSIN AVENUE NW SUITE 800 WASHINGTON, DC 20007 ALL INVOICES ARE TO BE SENT TO: GREER MARGOLIS

SCHEDULE C

| | | | | | : LINE |
|--------------------------|-----------------|--------------------------|-----------|--|-------------------------------------|
| PROGR | 2 | PROGR | ч | A | LINE#:REP :CD: :LINE#: : |
| AM : | (Jī | AM: | (Jī | GENCY | : CD: |
| PROGRAM : EYE-5AM DAYBRK | 530A-600A | PROGRAM : EYE-5AM DAYBRK | 500A-530A | AGENCY ADVERTISER CODE = 95 AGENCY PRODUCT CODE = 101 | TIME PERIOD |
| AYBRK | | AYBRK | | R COD | ŀ |
| | 30 | | 30 | E = 95 101 | : LGTH : SEC |
| | | | | | SEC. |
| | \$650.00 | | \$600.00 | AGENCY EST# = 1549 | RATE |
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| | 8/6 | | 8/6 | 9 | START DATE |
| | 8 | | 8/ | | |
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REP: TEL# 610-225-4100 ORDER WORKSHEET

FAX# 610-225-1191 HARRIS REPORT FROM REP

AUG2/12 19.11 *** WSOC-TV ***

| : LINE#:REP :CD: | O: TIME PERIOD | : LGTH : SEC | RATE | : START | : END | :SPTS: WEEK | DAYS | TOTI: |
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| ω | 630A-700A | 30 | \$2,000.00 | 8/6 | 8/10 | <u>«</u> ک | M-F | 2 |
| ω | 630A-700A | 30 | \$2,000.00 | 8/13 | 8/17 | 3 J | M-E | ω |
| PROGRAM | : EYEWITNESS NE | NEWS DAYBREAK | | | |) | | |
| 4 | 700A-800A | 30 | \$1,800.00 | 8/6 | 8/17 | ω γ | M-H | o, |
| PROGRAM | : GOOD MORNING | AMERICA 1ST H | HOUR | | | ¢ | | |
| ຫ | 600A-700A | 30 | \$700.00 | 8/4 | 8/11 | Ÿ | SAT | 8 |
| PROGRAM | : SATURDAY AM NEWS | EWS | | | |) (| | |
| თ | 800A-900A | 30 | \$1,000.00 | 8/4 | 8/11 | 1 D | SAT | N |
| PROGRAM | : SATURDAY GMA | | | | | 1 | | |
| 7 | 600A-700A | 30 | \$700.00 | 8/12 | 8/12 | $\dot{\gamma}$ | SUN | Ľ |
| PROGRAM | : SUNDAY AM NEWS | 1S | | | | , | | |
| æ | 900A-1000A | 30 | \$600.00 | 8/6 | 8/17 | Č | M-F | œ |
| PROGRAM | REGIS | | | | | Ĵ | | |
| 9 | 1000A-1100A | 30 | \$600.00 | 8/6 | 8/10 | 4 | M-F | 4, |
| v | 1000A-1100A | 30 | \$600.00 | 8/13 | 8/17 | 3 | M-F | ω |
| PROGRAM | : DR. PHIL LTC: | LTC:9/7/12 | | | | | | |
| 10 | 1100A-1200N | 30 | \$700.00 | 8/6 | 8/10 | ر ا | ⊠ - # | (J |
| 10 | 1100A-1200N | 30 | \$700.00 | 8/13 | 8/17 | ٠ () | M-H | 4. |
| PROGRAM | : THE VIEW | | · | | | ŧ | | |
| 11 | 1200N-100P | 30 | \$700.00 | 8/6 | 8/17 | 4 | M-F | æ |
| PROGRAM | : EYEWITNESS NE | NEWS MIDDAY | | | |) | | |
| 12 | 100P-200P | 30 | \$500.00 | 8/6 | 8/17 | M. | 절 비 | o, |
| PROGRAM | : THE CHEW | | | | |) ' | | |
| 13 | 1200N-1230P | 30 | \$550.00 | 8/4 | 8/11 | 7 | SAT | Ŋ |

PROGRAM : EYEWTUSS NEWS SATURDAY

-225-1191 REP AUG2/12 19.11 *** WSOC-TV ***

| AUG/12 | | | | | | | | | | | | | | | | | | : :LIN |
|-----------|----------------|------------|---------------|-------------|-------------|-----------------|-----------------|-------------|------------------|-------------|-------------------|--------------------|-----------|---------------|-------------------|---------------------|---------------|-----------------|
| 115475.00 | PROGRAM | 20 | 20 | PROGRAM | 19 | 19 | PROGRAM | 18 | PROGRAM | 17 | PROGRAM | 16 | PROGRAM | 15 | 15 | PROGRAM | 4 | 円 |
| 5.00 | : JIMMY KIMMEL | 1205A-105A | 1205A-105A | : NIGHTLINE | 1135P-1202A | 1135P-1202A | : ENTERTAINMENT | 730P-800P | : INSIDE EDITION | 700P-730P | : EYEWITNESS NEWS | 600 P- 630P | P: DR. OZ | 400P~500P | 400P-500 P | : GENERAL | 000 F - 400 F | |
| | | 30 | 30 | | 30 | 30 | TONIGHT | 30 | Z | 30 | WS 6:00PM | 30 | | 30 | 30 | HOSPITALLTC: 9/7/12 | 30 | |
| | | \$350.00 | \$350.00 | | \$1,000.00 | \$1,000.00 | | \$2,000.00 | | \$2,000.00 | | \$2,000.00 | | \$825.00 | \$825.00 | | \$550.00 | . KATE |
| | | 8/13 | 8/6 | | 8/13 | 9/6 | | 8/6 | | 8/6 | | 8/6 | | 8/13 | 8/6 | | 8/6 | : START |
| | | 8/17 | 8/10 | | 8/17 | 8/10 | | 8/17 | | 8/17 | | 8/17 | | 8/17 | 8/10 | | 8/17 | : END : DATE |
| CONTRACT | ţ | r L |) | | 4 | _" | | 2 | _ | ن ک | | \mathcal{N} | , (| 5 | 4 | ١ | 2 | : /WK: INVT |
| TOTAL 1 | , | K | ĭ 4− F | ; | 조 I 각 | <u>র</u> দ্র | ; | ≰ 1 ¶ | ; | 조 I 키 | ; | <u>ጃ</u> ቫ | ; | ≦ : 1 7 | 조 - 마 | | 점 - 변 | : DAYS |
| 115475.00 | ω | п . | 4 | ī | ، د | л | 4 | | σ |) | ž. | ۸. | U | п " | 7 | ŀ | 10 | S :TOTL: |

SVC- NSI DEMOS- RA35+* MARKET TOTALS \$195,720

WSOC 59% WBTV 18% CABL 0%

WCNC 10% WCCB 8%

80 AZCM

%O ILMM

WAXN 5%